

Benson & Hedges Lights



*"B&H,
I like your style."*



**Only
11 mg
tar**

Reg. 11 mg "tar," 0.8 mg nicotine—
Max. 11 mg "tar," 0.7 mg nicotine av.
per cigarette, FTC Report Dec '79

Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health

00715-0200A

Benson & Hedges Lights
Copies on Beach Chair
Newsweek—July 18, 1989
U.S. News & World Report—July 14, 1989
People—Aug. 1989

Wells, Rich, Greene, Inc.



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